



ABOUT CYGNUS APPLIED RESEARCH, INC.

Founded by Penelope Burk, Cygnus Applied Research, Inc. is an international firm of senior fundraising consultants providing strategic advice and research services to the not-for-profit sector. With offices in the US, UK and Canada, Cygnus is recognized as the innovator of one of the most important modern-day fundraising philosophies, Donor-Centered Fundraising, and for leading-edge research that has transformed stewardship, donor relations and fundraising management.

Cygnus boasts two decades of uncompromising service to some of the most recognizable organizations around the world, led by an international team of senior consultants providing expertise in fundraising, marketing, planning, communication and leadership.

Cygnus Applied Research is an acknowledged expert on donor research and fundraising/stewardship strategy, and our staff frequently headline national, international and regional industry conferences.